



August 2022 – Ozone Action Month Event Sponsorship Packages

Join Clean Air Partners in reaching thousands of area residents with important messages about the small steps we all can take to help **improve air quality during the hottest time of year when ground-level ozone is greatest**. The deadline for sponsors is July 15, 2022.

Clean Air Partners will be traveling around the Baltimore-Washington region throughout August with **engaging, interactive outreach displays** that capture attention and educate participants on how to reduce pollution.

YOUR SPONSORSHIP OF:	WILL LEAD TO THESE BENEFITS:
<p style="text-align: center;">Presenting Sponsor (\$12,500)</p>	<ul style="list-style-type: none"> As the Presenting Sponsor of the Ozone Action Month outreach events, you will receive prominent logo placement throughout the Eco-Driving Exhibit at two high-foot-traffic events and additional branding four additional pop-up events. The package also includes a spokesperson presence and giveaways at the Eco-Driving Exhibit events, and your organization will be featured in media pitching provided by the Clean Air Partners team. Campaign sponsorship also includes customized social media series, e-blast, website sponsorship, and branding at four additional pop-up events. Estimated 49,600 in-person impressions and 14,000 digital impressions with more than \$51,500+ value and potential for media coverage.
<p style="text-align: center;">Clean Air Champion (\$5,000)</p>	<ul style="list-style-type: none"> This expanded sponsorship package includes branding and table for materials and giveaways at two Eco-Driving Exhibit events, social media, e-blast, website sponsorship, and branding at four additional pop up events. Estimated 5,600 in-person impressions and 9,000 digital impressions with more than \$11,500 value
<p style="text-align: center;">Clean Air Supporter (\$1,500)</p>	<ul style="list-style-type: none"> This sponsorship includes social media, e-blast, website sponsorship, and branding at two Eco-Driving Exhibit events and branding at four additional pop-up events. Estimated 8,400 impressions with more than \$6,100 value

The Clean Air Partners Eco-Driving Exhibit is an eye-catching display that educates the public about ways to reduce vehicle emissions. The backdrop is a large campaign-branded wall that displays air quality messages and real tips on how to reduce mobile-source emissions. Alongside the wall is a head-turning visual — a vehicle encased in a clear plastic bubble. A large screen invites participants to engage with the exhibit via a contactless interactive trivia. The challenge is composed of questions on driving behaviors and their impact on emissions and air quality. As players view trivia, puffs of “smoke” vapor, representing vehicle emissions, shoot from the tailpipe into the bubble, delivering air quality messaging in a fun, compelling, and memorable way.

See the exhibit in action at <http://www.cleanairpartners.net/sponsors!>



In August, the Eco-Driving Exhibit will be traveling to two high-foot-traffic locations – one in the greater DC metropolitan area and one in the greater Baltimore area. Additionally, we will have four pop-up events to include a tire pressure demonstration, clean/dirty air filter display, and wall with clean air tips.

SPONSORSHIP LEVELS AND BENEFITS

SPECIAL EVENT BENEFITS	Presenting Sponsor (\$12,500)	Clean Air Champion (\$5,000)	Clean Air Supporter (\$1,500)
<p>Headlining Sponsorship of 2 Eco-Driving Exhibit Events during Ozone Action Month (Estimated \$40,000 value) includes:</p> <ul style="list-style-type: none"> • Logo present on every question of the large screen-digital quiz • Special quiz question focused on your issue • Spokesperson presence at event, with media pitching provided by the Clean Air Partners team. • Polaroid giveaway (branding on photo given to participant) • Sticker hand-outs (500-1,000 with partner logo) • Additional branded signage: <ul style="list-style-type: none"> ○ Prominent logo placement on event sandwich boards ○ “In bubble” on-vehicle magnet ○ On-bubble patch cling 	<p>✓</p>		

Partner Presence at 2 Eco-Driving Exhibit Events: includes table for consumer interaction and handouts/giveaways (provided by sponsor). (Estimated \$5,000 value)	✓	✓	
Brand Logo at 2 Eco-Driving Exhibit Events: <ul style="list-style-type: none"> On large-screen digital quiz, displayed every 4 questions. Co-branded sandwich board signage. (Estimated \$2,400 value)	✓	✓	✓
Pop Up Events: Co-branded sandwich board signage at 4 pop up outreach events in the Baltimore-Washington region. Events include tire pressure demonstration, clean/dirty air filter display, and selfie wall with clean air tips. (Estimated \$4,100 value)	✓	✓	✓
DIGITAL BENEFITS	Presenting Sponsor (\$12,500)	Clean Air Champion (\$5,000)	Clean Air Supporter (\$1,500)
Dedicated Social Media Content Series: Customized social media posts across all of Clean Air Partners social media accounts – up to six co-branded promotional posts.	✓		
Social Media: Inclusion in select Clean Air Partners’ Facebook & Twitter page posts. Together the accounts reach nearly 4,800 users.	✓	✓	✓
Year-round Website Sponsorship: Prominent logo placement throughout the Clean Air Partners website.	✓	✓	✓
Email Blast: E-blast to Clean Air Partners 8,000+ email list	✓	✓	✓

For more than twenty years, Clean Air Partners has served the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health.

Our Mission: Inform, educate, and motivate individuals, businesses, organizations, and governments in the greater metropolitan Baltimore-Washington region to improve air quality, and ultimately improve public health and the environment.